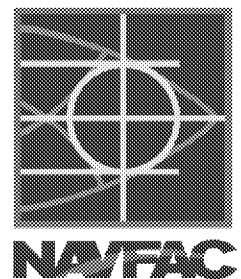


Radiological Communication Plan

Hunters Point Naval Shipyard
San Francisco, California
Department of the Navy
Base Realignment and Closure
Program Management Office West



April 2017
Rev. 2.0

RADIOLOGICAL COMMUNICATION PLAN

This Communication Plan, prepared in consultation with the U.S. Environmental Protection Agency (U.S. EPA) and the California Department of Toxic Substances Control (DTSC), was developed to address outreach needs specifically associated with radiological data confirmation activities for the Navy Base Realignment and Closure (BRAC) Program at Hunters Point Naval Shipyard (HPNS) in San Francisco, California.

The plan is designed to supplement and complement existing stakeholder outreach efforts being conducted by the Navy and other regulatory and governmental organizations. One key aspect of this plan is that it is flexible in scope to adjust to the dynamic communication needs of this community; as such, this document is considered an internal working document and may be updated to accommodate outreach needs.

Purpose

The Communication Plan serves to create proactive and transparent channels of information exchange with stakeholders about project activities and findings, site investigation and mitigation actions, and opportunities for stakeholder involvement. It is tailored around the issue of a specific contractor's mishandling of radiological data and is expected to be complete once the investigation and reporting of this project has been completed.

Overview

Current radiological study status: The Navy's oversight of contractors conducting cleanup work at HPNS revealed that a Navy contractor misrepresented radiological soil samples. In addition, former contract employees at HPNS responsible for collecting samples and performing measurements of radioactivity have claimed:

- Potentially contaminated soil samples were swapped for clean soil samples
- Potentially contaminated soil was placed into open trenches in other areas around HPNS
- Computer data regarding radiation levels were tampered with to indicate lower levels of radiation

These claims have not implicated Parcel A, where property has already been transferred and construction to redevelop the area is ongoing.

Communication Approach

Develop a sustainable and focused communication approach using effective methods to clearly communicate the Navy's objectives to all stakeholders.

Communication Objectives

- Inform, educate, and engage stakeholders to increase awareness about the Navy's efforts to evaluate and validate radiological data
- Promote open communication among the Navy, regulators, and the community
- Establish trust and confidence in Navy's commitment to the health and safety of current and future stakeholders and the surrounding community
- Anticipate and respond to inquiries from the public and the media
- Provide early identification of potential issues and their impacts

Key Messages

These key messages will be threaded throughout all communications. Additional specific messages will be developed as information becomes available.

1. Public safety and environmental protection are the highest priority as the Navy and its partners conduct investigation and cleanup work at HPNS.
2. The Navy continues its commitment to clean all remaining property at HPNS before it is approved as suitable for transfer to the Office of Community Investment and Infrastructure (successor to the San Francisco Redevelopment Agency). The City of San Francisco will not accept the land until the property is confirmed to be safe by all agencies.
3. The Navy is committed to meeting all regulatory requirements during the cleanup work at the Shipyard.
4. The Navy will engage in rigorous oversight of all contractor work at HPNS.
5. The Navy is committed to transparency and keeping the public fully informed about cleanup work at HPNS.
6. The Navy discovered one of its cleanup contractors had misrepresented soil sample results. In response, the Navy is taking extensive action, including a comprehensive investigation and the review of over 70,000 soil sample results.
7. The Navy is working with multiple federal, state, and city agencies and organizations to evaluate radiological data and ensure its accuracy. There are safeguards in place to prevent misrepresentations from happening again.
8. Former Navy property, now occupied by residents; tenants and visitors has been confirmed safe by a very thorough regulatory review process. People living on or near HPNS are safe.

Stakeholders

The Navy maintains stakeholder information distribution lists. The lists are regularly updated and contain the names and contact information of persons, community groups and leaders, homeowner's associations, and business owners who are interested in receiving information. In addition, Service First, the homeowner association for Parcel A condominiums, receives electronic communications to distribute to their list of condominium owners and residents who live on former HPNS property.

RADIOLOGICAL COMMUNICATION PLAN

Stakeholders include local residents and businesses, community organizations, local churches, public libraries in the HPNS footprint, homeowner's associations, identified leaders within the community, other interested non-local persons, elected officials, and regulatory agencies. These lists will be used as appropriate during outreach. Specific external stakeholders are noted in Table 1.

Table 1 External Stakeholders	
EXTERNAL STAKEHOLDER	TYPE/DESCRIPTION
Residents and Tenants at HPNS	The greater Hunters Point community is defined as the three zip codes nearest to HPNS (94107, 94124, and 94134) which encompasses approximately 8 square miles and more than 112,000 residents and a significant number of small businesses. For this plan, residents and business owners living on or near HPNS are the primary local stakeholders while those living in adjacent areas are secondary stakeholders. Engagement with both stakeholder groups is provided in this plan although greater direct communication with the target primary stakeholders is envisioned.
Community Organizations	Neighborhood Associations, Libraries, Community and Youth Centers, Churches, Senior Centers, Health Care Centers, Business Associations, Community Advocacy, and Non-Governmental Organizations
EPA Superfund Region 9	Government Agency (Lead Federal Regulatory Agency)
Department of Toxic Substances Control	Government Agency (Lead State Regulatory Agency)
California Regional Water Quality Control Board	Government Agency (State Regulatory Agency)
City of San Francisco, Office of Community Investment and Infrastructure	Government Agency
California Department of Public Health	Government Agency (State Regulatory Agency)
City of San Francisco Department of Public Health	Government Agency
Senator Dianne Feinstein – California	Elected Official/Federal Government Representative
Senator Kamala Harris – California	Elected Official/Federal Government Representative
Congresswoman Nancy Pelosi – California's 12th District	Elected Official/Federal Government Representative
Governor Jerry Brown – California	Elected Official/State Government
California Assembly Member David Chiu, District 17	Elected Official/State Government
California Assembly Member Phil Ting, District 19	Elected Official/State Government
City and County of San Francisco Board of Supervisors – Ms. Malia Cohen, District 10	Elected Official/Local Government
Mayor Edwin Lee – City of San Francisco	Elected Official/Local Government

RADIOLOGICAL COMMUNICATION PLAN

Table 1	
External Stakeholders	
EXTERNAL STAKEHOLDER	TYPE/DESCRIPTION
Mayor's Hunters Point Shipyard Citizens Advisory Committee	Community Organization
Local Media including Blogs	Provide broad information dissemination to stakeholders; a list of media organizations is provided in the media strategy section

Communication Methods

To date, the Navy has used a variety of communication methods to update HPNS stakeholders, including distribution of flyers to key community groups, community leaders, and community members without email via U.S. Mail; advertisements in local print periodicals, Internet periodicals, and online blogs; posting of materials on a dedicated Navy program web page; and electronic distribution via email to the HPNS email distribution list, community group mailing lists, and other stakeholder groups. These methods offer timely information for community members with and without Internet access. To ensure that the public feels engaged, the Navy is committed to continuing face-to-face communication at meetings and community events, as well as communication through a telephone "information line" with outgoing and incoming information available in English, Cantonese, and Spanish.

Local Online and Print Media, Blogs, and Announcements. To determine how to most effectively reach stakeholders, the Navy conducted a December 2016/January 2017 Community Survey of HPNS stakeholders including community leaders and groups, the Parcel A homeowner's association, and local churches. Participants were asked to evaluate outreach tools used by the Navy to publicize meetings, events, and activities. Results from the survey indicate that the most effective methods are electronic communications (specifically via email) and traditional print media. Participants had seen the notices in the Bayview Footprints Internet blog, the print and online versions of the San Francisco Examiner, the San Francisco Chronicle, and the Hunters Point Shipyard Community Advisory Committee newsletters and announcements.

Stakeholders Prefer In-person and Electronic Information Exchange. Results from the December 2016/January 2017 Navy survey indicated that the top three preferred communication methods are Navy presentations at community group meetings, email, and HPNS community meetings. Survey participants requested that cleanup information (including schedule) be timed to coincide with program developments and milestones.

Translation is a Key Consideration. There are significant Asian and Hispanic populations in the greater HPNS community. To maximize access to information, outreach materials will continue to be provided in English, with translation of, or the option to request materials translated into Simplified Chinese and Spanish for written materials. In addition, interpretation may be arranged to be available at community meetings. Community members in the Asian community report that Cantonese is the spoken dialect.

Language Data for HPNS Region. More than 28 languages are spoken in the 94134, 94107, and 94124 zip codes. The primary languages spoken and languages spoken at home in these areas are presented in Table 2 and Table 3, respectively.

RADIOLOGICAL COMMUNICATION PLAN

Table 2		
Primary Languages Spoken in Three Nearest Zip Codes		
Language Spoken (Top Five)	Total	Percentage of Total Population
94214 Zip Code		
Chinese	5,116	17%
Spanish	4,758	15%
Other Pacific Island Languages	887	3%
Vietnamese	587	2%
Tagalog	579	2%
94107 Zip Code		
Chinese	1,265	7%
Spanish	881	5%
Tagalog	609	4%
French	311	2%
Russian	255	1%
94134 Zip Code		
Chinese	12,414	33%
Spanish	6,526	17%
Tagalog	3,703	10%
Vietnamese	1,108	3%
Other Pacific Island Languages	559	1%

Table 3		
Primary Languages Spoken at Home in Three Nearest Zip Codes		
Language Spoken at Home*	Total	Percentage of Total Population
94214, 94107, and 94134 Zip Codes		
English	40,790	48%
Chinese	18,795	22%
Spanish	12,165	14%
Tagalog	4,891	6%
Vietnamese	1,695	2%
Other Pacific Island Languages	1,446	2%
French	311	Less than 1%
Russian	255	Less than 1%

*Language spoken at home does not indicate that English is not also spoken in the household.

Data provided are based on 2000 Census data for the following total populations: 30,658 persons in zip code 94214, 16,645 persons in zip code 94107, and 37,761 for zip code 94134. Information retrieved from the Language Map Data Center at [[HYPERLINK "https://apps.mla.org/map_data"](https://apps.mla.org/map_data)].

Provide Visually Appealing Information That Can be Understood by the Public. To provide the greatest range of accessibility, materials developed should continue to provide a “plain language” summary that can be easily understood by non-technical readers, where more detailed explanations may provide technical information for expert audiences. Images that create visual interest and provide clear explanations will continue to be used. Colors, images, and tone used in previous engagement will continue to be used to provide visual consistency.

Community Engagement

The first three task elements address establishing two-way communication and providing information dissemination to the community. The fourth element provides the tasks that will be accomplished to ensure inter-agency and partner collaboration and communication.

These tasks will establish a consistent flow and transparent exchange of information with the public during development and implementation of the Navy’s work plan. Involvement with team members in two primary areas, community information material development and regular distribution and availability of site information to all stakeholders, will ensure that the Navy’s goal of early and ongoing communications is achieved. Outreach tools will be implemented in a timely manner and in concert with the technical approach.

Provide Timely Site Update Materials

Develop and disseminate site information. Project information will be available in hard-copy and/or electronically (through the [HYPERLINK "<http://www.bracpmo.navy.mil>"] website). It will also be available to HPNS Information Line callers, and disseminated to community organizations, members of established distribution lists, and media (noted in the Media Engagement Strategy). This information will include the annual calendar of community events, status updates, schedules, and next steps in English, Chinese, and Spanish, as appropriate.

It is anticipated that a minimum of three fact sheets will be developed.

- Fact Sheet 1: Detail radiological site status, plans for data evaluation, and anticipated future activities is currently in development.
- Fact Sheet 2: Provide the initial results obtained during radiological sampling investigations and describe future activities.
- Fact Sheet 3: Provide the radiological data investigation results and remedial actions.

Update and Maintain the Project Website. This is an ongoing task that will provide accessible information (such as fact sheets, status updates, questions/responses, and notices of upcoming meetings) for non-technical audiences. The website has been used as part of the Navy’s ongoing community involvement, and will be further populated to specifically address radiological concerns. It will contain a question/answer page populated with frequently asked questions.

Update and Contact Information Repositories. The information repositories at the City of San Francisco Main Library and the Hunters Point Naval Shipyard Site Trailer do not receive frequent visitors. To promote increased community involvement in review of technical documents, outreach team members will ensure that these locations contain the most up-to-date site information, and will engage with staff at these locations during the implementation of this outreach.

Provide Forums for Dialogue and Exchange

The purpose of this task is to conduct targeted outreach to key stakeholders.

Create Discussions During Information Distribution. As noted above, radiological information in the form of fact sheets will be distributed to the community. Informal discussions may be held at local homeowner associations, schools, or businesses, so that these groups and individuals have project information and can effectively direct any stakeholder inquiries they may receive.

Conduct Bus Tours and Dialogue. During the 2014 and 2016 community surveys, respondents who had participated in bus tours consistently noted that they were pleased with this method of engagement and found them informative. These regularly scheduled outreach activities are planned to continue throughout the radiological investigation period as long as there is community interest.

Host Community Meetings to Address Radiological Issues and Participate in Local Community Group Meetings. This effort will be in addition to regularly planned community meetings. The Navy and partner organizations will share information and provide a forum in which residents can speak directly with agency representatives and provide feedback. Part of this task involves maintaining a record of all meetings.

There are three community meetings anticipated for this project. Significant planning and coordination with partner agencies will occur prior to these meetings. Postcard invitations and flyers will be developed and distributed to encourage participation from a broad group of community members. Posters and handouts for the meeting will also be designed and available.

- **Community Meeting 1:** This open-house style meeting occurred on February 8, 2017 from 5:30 to 7:30 PM at the OCII Community Room contiguous with The Storehouse at 451 Galvez Avenue, San Francisco, California.

More than 200 community members attended the open house, most of whom were first time participants. These attendees included Parcel A condominium owners and residents, Shipyard artists, residents, and business owners from the greater Bayview/Hunters Point community. There were seven subject matter specialists stationed at each of the seven poster areas. Comment cards were available at each station, which allowed participants and subject matter specialists to capture questions and comments real-time; a comment box for anonymous comments was also available. Interpretation services into Cantonese, Tagalog, Samoan, and Spanish were available onsite. The Community Technical Liaison was available to answer community member questions. Six communication training sessions to prepare persons staffing the poster stations were held. Feedback received from participants about the format of the meeting was positive. Attendees appreciated the one-to-one opportunity for discussion. In summary, the meeting format worked well, concerned citizens received radiological information they sought, there was sufficient media coverage, and multi-agency participation was well received.

- **Community Meeting 2:** This will occur in coordination with an upcoming Mayor's Hunters Point Shipyard Citizens Advisory Committee Meeting.
- **Community Meeting 3:** Topic and dates to be determined.

RADIOLOGICAL COMMUNICATION PLAN

Identify, Announce, and Implement a Feedback Process. This task involves identifying the process that will be undertaken to respond to the public concerning their input, making community members aware of this process, and implementing the process. This process will identify how feedback from the public (during a formal public comment period and other public forums) will be incorporated into the decision-making process.

During Community Meeting 1 held in February 2017, participants were encouraged to provide feedback at each of the seven poster stations or at the mailing list sign-up station. Community member questions were captured by individuals directly filling out comment cards; subject matter experts at poster stations recording community member questions; and team members summarizing feedback received during the evening. Questions collected at the February 2017 Community Meeting are being included in Q&A materials, which will aide in upcoming public participation.

Publish and Update Frequently Asked Questions. The Navy has compiled a list of Frequently Asked Questions (FAQs) relating to HPNS radiological cleanup on the dedicated radiological pages of the BRAC website. The list of questions will be reviewed and updated as new community member questions or general topics of interest by the community are received. FAQs may be made available via Internet link, in print at meetings or in mailers, and/or forwarded in emails.

Engage Third Party Support

Identify and Engage Community with Liaisons. In order to enhance communications and promote local community involvement, the Navy will obtain the services of qualified individuals with specific skill sets to meet the needs of the greater Hunters Point community.

Engage a communication specialist to provide consistent and clear information dissemination and encourage inclusive and comprehensive community participation. A third-party communication expert, Dr. Vincent Covello, has been hired to assist in developing cleanup communication themes and key messages, and providing communication insight and comments to the development of outreach materials.

Provide Community Access to a Technical Advisor. Obtain the services of a technical advisor to provide assistance to community members, increasing their capacity to engage with agency representatives on technical issues pertaining to the cleanup.

Criteria for this candidate includes:

- Third-party expert in radiological health and safety
- Nationally-recognized educational institution or nonprofit

Roles and Responsibilities for the technical liaison include:

1. Provide assistance to community members, increasing their capacity to engage with agency representatives on technical issues pertaining to the radiological cleanup at HPNS.
2. Advise and educate community members regarding ongoing and forthcoming radiological work at HPNS.
3. Provide a baseline for information related to radiological questions.
4. Be available for inquiries – availability to stakeholders may include some or all of the following:

RADIOLOGICAL COMMUNICATION PLAN

- Via telephone or email to all community members
- Via webinar, as scheduled by the Navy
- In person to help enhance communications with the public and provide a third-party technical perspective on technical issues related to the radiological cleanup at HPNS
 - At Navy community meetings related to radiological cleanup
 - At other community group meeting, as requested by the Navy

Dr. Kathryn Higley of Oregon State University, a widely recognized expert on radiation issues, has been contracted to provide assistance to serve as a technical liaison for the HPNS Radiological Data Investigation. As a third-party technical advisor, Dr. Higley is available to explain and advise community members about ongoing and forthcoming work at HPNS, as well as provide a baseline for information related to radiological questions. Dr. Higley participated at an independent poster station at the February 2017 Community Meeting.

Provide Access to a Community Liaison. The services of a community liaison may be used to help the Navy build a solid base of understanding and support in the community. The community liaison could support the Navy as a local presence to share information on the availability of HPNS radiological program materials through grassroots efforts, and may assist the Navy in the following activities:

1. Raise awareness of the Navy's radiological investigation and cleanup efforts at HPNS through conversations created around activities such as distributing fact sheets
2. Identify and summarize the questions, concerns, and interests of local stakeholder groups and community members
3. Facilitate opportunities for community members to express their concerns with experts
4. Identify sources and types of misinformation on Navy cleanup efforts
5. Engage stakeholder groups and community members by serving as a trusted local source to direct community members towards accurate information on the Navy's cleanup at HPNS
6. Evaluate community objectives and concerns to assist in the development and implementation of community engagement strategies through distribution of accurate and timely information
7. Support community members by encouraging behavior that promotes two-way communication

Criteria for the ideal candidate includes:

- Lives and/or works in the Bayview and is a well-respected member of the community
- Has in-depth knowledge of the diverse Bayview/Hunters Point community, including key stakeholders (individuals, businesses, community and advocacy groups), cultures, and customs through prior local involvement
- Understands value of creating a successful team to achieve mutually beneficial goals and objectives.
- Displays personal character strengths of trust, tact, integrity, and fairness

Interagency and Partner Communication and Collaboration

Coordination of technical information and communications among the agencies involved in the investigation is essential to providing efficient, strategic information sharing.

Meeting Preparation and Coordination. Every effort will be made by the Navy to share community

RADIOLOGICAL COMMUNICATION PLAN

presentations and outreach materials with participating agencies in advance of delivery to the community. If appropriate, review time will be allocated so that participating agencies may provide input to draft documents, and the Navy will consider suggested changes. Regular outreach update calls with the Tiger Team will be conducted to provide the opportunity for agency feedback on draft meeting materials.

Keeping Regulatory Agency Informed. The Navy recognizes the importance of maintaining open and ongoing communication. A routine communication schedule identifying the timelines for developing and disseminating written materials and presentations will be provided.

Reporting to Leaders in Government. The Navy and EPA will provide regular status updates on program progress and achievements to elected officials, including the Mayor of San Francisco, the district supervisor, and the local Congressional office.

Media Communication

The Navy recognizes the value and need to engage the local media to maximize awareness and encourage community participation. This is particularly useful for community members who speak a language other than English at home, representing 54 percent of residents in the Hunters Point community. A list of potential media organizations is presented in Table 4.

A joint press release will be used to announce significant milestones throughout the project. This includes public meetings, media availability opportunities for interviews, and major project achievements. The goal in providing the media access to Navy and partner project experts is to share information with media outlets which will help ensure mass audiences are aware of issues and solutions, encourage the public to attend public meetings and learn details about efforts in progress to ensure the public has suitable opportunities to learn more.

Media engagement in advance of community meetings will occur. For the February 2017 open house, a 45-minute media availability session occurred immediately preceding the open house; nine members of the media attended. In the future, a media session will likely be held a day before the event to allow for ample time to address media questions and allow for interviews. A current list of periodicals may be found on the San Francisco Public Library's website at [HYPERLINK "http://sfpl.org/index.php?pg=2000009701"].

Table 4

List of Media Organizations

Name and Address	Media Type	Language / Audience
Bayview Footprints 1747 Quesada Avenue San Francisco, CA 94124 [HYPERLINK "http://www.bayviewfootprints.org"]	Internet	English/Bayview/Hunters Point Neighborhood
Bayview Hunters Point Blog [HYPERLINK "http://bayviewhunterspointblog.blogspot.com/"]	Internet	English

RADIOLOGICAL COMMUNICATION PLAN

Name and Address	Media Type	Language / Audience
Mission Local [HYPERLINK "http://missionlocal.org/"]	Internet	English and Spanish/Latino
El Reportero 2601 Mission Street, Ste 105 San Francisco, CA 94110 (415) 648-3711	Internet and Newspaper	Spanish
San Francisco Chronicle 901 Mission Street San Francisco, CA 94103 (415) 777-1111	Internet and Newspaper	English
San Francisco Examiner 988 Market Street San Francisco, CA 94102 (415) 359-2686	Internet and Newspaper	English
Asian Week 809 Sacramento St San Francisco, CA 94108	Newspaper	Multiple, Asian
El Tecolote 2958 24th Street San Francisco, CA 94110 (415) 648-1045	Newspaper	Spanish, Latino
San Francisco Bay Guardian 135 Mississippi Street San Francisco, CA 94107 (415) 255-3100	Newspaper	English
San Francisco Bay View 4917 Third Street San Francisco, CA 94124 (415) 671-0789	Newspaper	English, African American
San Francisco Weekly 185 Berry Street, Lobby 5, Suite 3800 San Francisco, CA 94107 (415) 536-8100	Newspaper	English
Sing Tao 625 Kearny Street San Francisco, CA 94108 (415) 989-7111	Newspaper	Chinese
Sun Reporter 1791 Bancroft Avenue San Francisco, CA 94124 (415) 671-1000	Newspaper	English, African American
The Potrero View 2325 3rd Street, Suite 344 San Francisco, CA 94107 (415) 626-8723	Newspaper	English

RADIOLOGICAL COMMUNICATION PLAN

Name and Address	Media Type	Language / Audience
KIQI (1010 AM and 990 AM) 44 Gough Street, Suite 301 San Francisco, CA 94103 (415) 978-5378	Radio	English and Spanish
KPOO (89.5 FM) 1329 Divisadero Street San Francisco, CA 94115 (415) 346-5373	Radio	English
Sing Tao Chinese Radio (1400 AM, 1450 AM, 96.1 FM) 625 Kearny Street San Francisco, CA 94108 (415) 989-7111	Radio	Cantonese and Mandarin/Asian
KQED (Public Broadcasting Service) 2601 Mariposa Street San Francisco, CA 94110 (415) 864-2000	Radio and Television	English
Access San Francisco (Public Access) (Channel 29) 1720 Market Street San Francisco, CA 94102 (415) 575-4949	Television	English
KDTV (Univision) 50 Fremont St., Floor 41 San Francisco, CA 94105 (415) 538-8000	Television	Spanish
KGO-TV (Channel 7, ABC affiliate) 900 Front Street San Francisco, CA 94111 (415) 954-7777	Television	English
KPIX (Channel 5, CBS affiliate) 855 Battery St San Francisco, CA 94111 (415) 362-5550	Television	English
KRON (Channel 4, NBC affiliate) 1001 Van Ness Avenue San Francisco, CA 94109 (415) 441-4444	Television	English
KTSF (Channel 26) 100 Valley Drive Brisbane, CA 94005	Television	Cantonese and Mandarin/Asian
KTSF (Channel 26, Public Access) 100 Valley Drive Brisbane, CA 94005 (415) 468-2626	Television	Cantonese and Mandarin/Asian

RADIOLOGICAL COMMUNICATION PLAN

Name and Address	Media Type	Language / Audience
KTVU (Channel 2, Fox affiliate) 2 Jack London Square NW Oakland, CA 94607 (510) 834-0242	Television	English

Points of Contact

The points of contact for questions from the public are:

Derek Robinson

BRAC Environmental Coordinator

Department of the Navy BRAC Program Management Office

West 33000 Nixie Way, Bldg. 50, 2nd Deck

San Diego, CA 92147

(619) 524-6026 or [[HYPERLINK "mailto:derek.j.robinson1@navy.mil"](mailto:derek.j.robinson1@navy.mil)]

Dr. Kathryn Higley

Community Technical Liaison

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The point of contact for media requests is:

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